To: Schwalm, S, Mclean, James J.
From: Campbell, Judy
Posted: 6/25/98 10:54
Opened: 6/26/98 11:07
Subject: NEW CUSTOMER LETTER FORMAT

Hi Sharon / Jim,

Attached is a new 'Customer Letter' format that we are going to start using in place of the 2 page Customer Letter we had been using for promotional information to direct accounts. NY Metro / Philadelphia are currently using this same type of format and we thought it was a good format - less verbage, more detail, one page.

I am using it for the customer letters going to Klein and McLane NE for the Salem Slide Box promotion (#800998). Let me know what you think - if you have any suggestions.

Thanks,
Judy

(P.S. to Sharon - per my Voice Mail, I won't mail directly to McLane NE unless you indicate you want me to. Also, no one seems to be responding to our 'lack' of Internet E-Mail communication problems!)

CC: MacWilliams, Lori

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Source: https://www.industrydocuments.ucsf.edu/docs/rtmn0000